FORM #281
PM INC. 5/60

# PHILIP MORRIS INCORPORATED

## ADVERTISING COST ESTIMATE

Brand: Marlboro

Date: 8/18/80

Media: Other Promotions - Horse Racing

Contract Terms: To advertise Marlboro on the fourth cover of Rockingham Park 1980 Racing Program for 21 days out of 68 due to the burning down of Rockingham Park.

Pay To: Mr. Richard Dougherty
Pictorial Displays, Inc.
c/o Liberty Bell Park
Knights & Woodhaven Roads
~~Philadelphia, PA 19154~~

Approvals: _____

| 1980 | ESTIMATED COST | AMOUNT PAID | INVOICE NO. | INVOICE DATE | DATE PAID |
|---|---|---|---|---|---|
| JANUARY | | | | | |
| FEBRUARY | | | | | |
| MARCH | | | | | |
| APRIL | | | | | |
| MAY | | | | | |
| JUNE | | | | | |
| JULY | | | | | |
| AUGUST | $2,068.00 net | | | | |
| SEPTEMBER | | | | | |
| OCTOBER | | | | | |
| NOVEMBER | | | | | |
| DECEMBER | | | | | |
| TOTAL | $2,068.00 net | | | | |

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Source: https://www.industrydocuments.ucsf.edu/docs/nnbn0004